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500 4-01.4 MAKING OF PRES
TELS HISS, ALGER

C.B.S. Seeks Wolper-White Film Of 'Making of President 1964'

By VAL ADAMS

The news division of the Columbia Broadcasting System is negotiating to obtain Theodore H. White's forthcoming documentary film, "The Making of the President 1964," for televising next fall. The film, being produced by David L. Wolper in association with the author, will be a pictorial account of Mr. White's reporting of the election campaign between President Johnson and Senator Barry Goldwater.

If negotiations between C.B.S. and Messrs. White and Wolper reach fruition, it will mark a departure for Columbia in accepting news documentaries produced by outside packagers. Thus far C.B.S. has preferred to use its own staff in the preparation of news material. The fact that it has even opened negotiations suggests a change of policy.

Mr. White was formerly employed by the network. In the Presidential campaigns of 1964 and 1960 he was a special consultant to the C.B.S. news election unit, and also appeared on camera.

"The Making of the President 1964," also being prepared as a book by Mr. White for publication by Atheneum in June, will be a sequel to "The Making of the President 1960," which was both a book and a television documentary.

Mr. Wolper obtained television rights to "The Making of the President 1960" after the book won a Pulitzer Prize in 1962. The television program was compiled from existing film footage.

Last year film cameramen from Wolper Productions followed Mr. White around the country as he jotted down material for his new book. They filmed the happenings as he reported them. The arrangement produced some unusually poignant film that otherwise would not have been made, Mr. Wolper said.

The Xerox Corporation, which sponsored the earlier documentary, also will sponsor "The Making of the President 1964." Mr. White is writing the script and Elmer Bernstein is com-

posing music. Xerox hopes the 90-minute program can be presented in late October.

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Kemper Must Pay A.B.C.

The State Supreme Court ruled yesterday that the American Broadcasting Company was entitled to recover \$625,047 plus interest from an advertiser that withdrew from a television sponsorship contract for a news program after Alger Hiss appeared on a special A.B.C. program.

The advertiser is the Kemper Insurance Companies group. After Mr. Hiss had appeared on "The Political Obituary of Richard M. Nixon" on Nov. 11, 1962, Kemper canceled its contract for "A.B.C. Evening Report," which still had 22 weeks to run. The special program about Mr. Nixon was conducted by Howard K. Smith.

Kemper was not a sponsor of the special program. But Mr. Smith was a commentator on "A.B.C. Evening Report" and Kemper said his connection with the special program reflected badly on Kemper's association with the commentator. A.B.C. filed suit against Kemper for breach of contract.

Mr. Hiss, a former State Department official, was convicted of perjury for having denied a role in a Communist spy ring. Mr. Nixon was a member of the House Committee on Un-American Activities that investigated Mr. Hiss.

A spokesman for Kemper said yesterday the advertiser would appeal the ruling, which was delivered by Justice Abraham N. Geller.